



MEMORANDUM

TO: Nick Breedlove, Julie Spiro, Stephanie Edwards, Caleb Sullivan
Jackson County Tourism Development Authority

CC: Ann Self
Jackson County Tourism Development Authority

FROM: Deborah Stone, Melissa Webb and Brianna Reid
Pineapple Public Relations

RE: Public Relations Update – November 2020

DATE: December 4, 2020

Following is an update on public relations efforts provided during the month of November 2020. As always, your questions and comments are welcomed and encouraged.

November Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **654,050,744** readers/viewers with an earned media value of **\$18,230,686.20**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR distributed the Choose and Cut pitch to key regional and national media for coverage consideration ahead of the holidays.
- Pineapple PR continued to work with Garden & Gun (circulation: 177,105)/Blue Ridge Outdoors (circulation: 44,856) contributor on a potential article highlighting Choose and Cut options in Jackson County.
- Pineapple PR drafted the new spring travel pitch highlighting spring activities, accommodation, dining options and more in Jackson County. Pineapple PR began distributing the pitch to key regional and national media for coverage consideration.
- Pineapple PR worked with the Atlanta Journal-Constitution on the online and print (circulation: 6,225,035) Winter Go Guide featuring Cashiers.
- Pineapple PR continued pitching mid-week Shadow of the Bear viewing to select regional and national media for coverage consideration.
- Pineapple PR reached out to National Geographic (circulation: 14,199,565) for additional information on the projected timeline of the release of their annual coffee table book featuring Jackson County. The release date was postponed to Nov. 2021 due to COVID and will feature several tourism offerings in Jackson Co.

- Pineapple PR drafted and sent over copy highlighting Jackson County's Secret Season to the Blue Ridge Parkway Association as requested for their Fall/Winter issue.
- Pineapple PR continued distributing the Secret Season pitch to key regional and national media for coverage consideration.
- Pineapple PR sent over information on Forest Bathing in Jackson County to Good Grit (circulation: 50,000) freelancer for potential coverage consideration for Wellness Travel in 2021.
- Pineapple PR continued to pull together new messaging, strategies, and target market segments to focus on as travel restrictions are lifted.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the following blogs:
 - Give the Gift of Memories

Account Management

- Pineapple PR participated in the JCTDA partner status call on November 11.
- Pineapple PR attended the November 18th board meeting in Jackson County.
- Pineapple PR edited the copy for the winter partner packages request for N. Breedlove.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of November and sent to JCTDA.
- Pineapple PR created and distributed the October 2020 public relations report and publicity summary.

November 2020 JCTDA Publicity Summary - Pineapple PR					
Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
Septemeber 17, 2020 *previously unreported	Southern Living	24 Best Blue Ridge Overlooks for Seeing Mountain Vistas	Online	\$46,723.99	5,051,243
Septemeber 9, 2020 *previously unreported	Visit NC	BEHIND THE SCENES OF 'THREE BILLBOARDS OUTSIDE EBBING, MISSOURI'	Online	\$1,000.00	92,925
Septemeber 17, 2020 *previously unreported	MSN	24 Best Blue Ridge Overlooks for Seeing Mountain Vistas	Online	\$1,774,686.16	191,857,963
Septemeber 18, 2020 *previously unreported	Yahoo	24 Best Blue Ridge Overlooks for Seeing Mountain Vistas	Online	\$4,132,108.90	446,714,476
October 1, 2020	Our State	35 of North Carolina's Most Unforgettable Museums	Print	\$9,000.00	160,000
October 26, 2020	Our State	35 of North Carolina's Most Unforgettable Museums	Online	\$2,125.00	85,880
November 5, 2020	Our State	11 Best Barbecue Joints in North Carolina	Print	\$9,000.00	160,000
November 17, 2020	AJC	Gotta Get Away: Day Trips	Online	\$47,597.14	5,145,637
November 22, 2020	This is my South	Sylva, North Carolina	Online	\$1,500.00	13,451
November 23, 2020	AJC	Gotta Get Away: Day Trips	Print	\$10,651.23	174,251
November 23, 2020 *reshare	Southern Living	The South's Best Christmas Tree Farms	Online	\$42,502.99	4,594,918
			Totals:	\$6,076,895.41	654,050,744
Pineapple Grand Total: Actual Ad Value (\$6,076,895.41) multiplied by 3 (for editorial value): \$18,230,686.20					